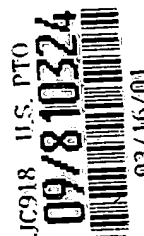


#2
PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

This paper or fee is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" under 37 CFR § 1.10 Mailing Label No. EL483171355US.

Applicant : Steven M Schein, et al.
Application No. : To be assigned
Filed : Herewith
Title : SYSTEMS AND METHODS FOR LINKING
TELEVISION VIEWERS WITH ADVERTISERS
AND BROADCASTERS
Grp./Div. : To be assigned
Examiner : To be assigned
Docket No. : 41875/RRT/S787



INFORMATION DISCLOSURE STATEMENT
FOR A CONTINUING NON-CPA APPLICATION

Assistant Commissioner for Patents
Washington, D.C. 20231

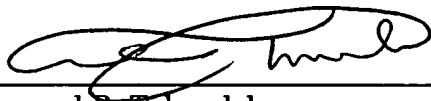
Post Office Box 7068
Pasadena, CA 91109-7068
March 16, 2001

Commissioner:

In compliance with the duty of disclosure under 37 CFR §§ 1.56, 1.97 and 1.98, enclosed are copies of FORM PTO-1449 (2 sheets) and Form PTO-892 (4 sheets) from the parent application. The references listed thereon are not enclosed because they were of record in the parent application, Application No. 09/416,161, filed October 11, 1999.

It is respectfully requested that these references be considered in the examination of this application, and identified in the list of references cited on the patent issuing on this application.

Respectfully submitted,
CHRISTIE, PARKER & HALE, LLP

By 
Raymond R. Tabandeh
Reg. No. 43,945
626/795-9900

RRT/dsz

Enclosure(s): FORM PTO-1449 (2 sheets) and Form PTO-892 (4 sheets)

DSZ PAS332820.1*-3/8/01 10:51 AM

Notice of References CitedApplication No.
09/416,161Applicant(s)
Schein et al.Examiner
Hai TranGroup Art Unit
2711

Page 1 of 1

U.S. PATENT DOCUMENTS

	DOCUMENT NO.	DATE	NAME	CLASS	SUBCLASS
A	6,002,394 ✓	12/14/1999	Schein et al.	345	327
B	5,758,257 ✓	05/26/1998	Herz et al.	455	2
C	6,020,883 ✓	02/01/2000	Herz et al.	345	327
D	5,585,866 ✓	12/17/1996	Miller et al.	348	731
E					
F					
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JC918 U.S. PTO
09/810324
03/16/01**FOREIGN PATENT DOCUMENTS**

	DOCUMENT NO.	DATE	COUNTRY	NAME	CLASS	SUBCLASS
N						
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NON-PATENT DOCUMENTS

	DOCUMENT (Including Author, Title, Source, and Pertinent Pages)	DATE
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Notice of References Cited

Application/Control No.

09/416,161

Applicant(s)/Patent Under
Reexamination
SCHEN ET AL.

Examiner

Hai Tran

Art Unit

2711

Page 1 of 1

U.S. PATENT DOCUMENTS

*		DOCUMENT NO.	DATE	NAME	CLASS	SUBCLASS	DOCUMENT SOURCE **	
							APS	OTHER
<input type="checkbox"/>	A	6005565	Dec. 1999	Legall et al.	345	327	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	B	6098065	Aug. 2000	Skillen et al.	707	3	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	C	5940073	Aug. 1999	Klosterman et al.	345	327	<input type="checkbox"/>	<input type="checkbox"/>
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FOREIGN PATENT DOCUMENTS

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NON-PATENT DOCUMENTS

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<input type="checkbox"/>	X		<input type="checkbox"/>	<input type="checkbox"/>

*A copy of this reference is not being furnished with this Office action. (See Manual of Patent Examining Procedure, Section 707.05(a).)

**APS encompasses any electronic search i.e. text, image, and Commercial Databases.

U.S. Patent and Trademark Office

PTO-892 (Rev. 03-98)

Notice of References Cited

Part of Paper No. 6

FORM PTO-892 (REV. 2-82)		U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE		SERIAL NO. 08/857,076	GROUP/ART UNIT 2711	ATTACHMENT TO PAPER NUMBER 5			
NOTICE OF REFERENCES CITED				APPLICANT(S) Steven M. Schein et al					
U.S. PATENT DOCUMENTS									
•		DOCUMENT NO.	DATE	NAME	CLASS	SUB-CLASS	FILING DATE IF APPROPRIATE		
	A	5589872	12/1/96	Knee et al	348	906	6/7/95		
	B	5657072	8/12/97	Aristides et al	348	906	4/10/96		
	C	5677708	10/14/97	Matthews, III et al	348	906	5/5/95		
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•		DOCUMENT NO.	DATE	COUNTRY	NAME	CLASS	SUB-CLASS	PERTINENT SHTS. DWG.	PP. SPEC.
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EXAMINER Vivick Salvatzen				DATE 02/05/01 5/26/96					

JCS18 U.S. PTO
 09/810324
 03/16/01

FORM PTO-892 (REV. 2-92)		U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE		SERIAL NO. 08/837,078	GROUP/ART UNIT 2711	ATTACHMENT TO PAPER NUMBER 3
NOTICE OF REFERENCES CITED				APPLICANT(S) STEVEN M. Schein et al		

U.S. PATENT DOCUMENTS													
		DOCUMENT NO.						DATE	NAME	CLASS	SUB-CLASS	FILING DATE IF APPROPRIATE	
	A	5	6	6	3	7	5	7	9/2/97	Morales	348	13	7/25/91
	B	5	6	3	5	9	7	9	6/3/97	Kostreski et al	348	13	5/27/94
	C	5	5	7	2	4	4	2	7/21/94	Schulhof et al	348	7	
	D	5	5	5	9	5	4	9	9/24/96	Hendricks et al	348	12	
	E	5	6	6	6	2	9	3	9/9/97	Metz et al	348	7	7/3/95
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FOREIGN PATENT DOCUMENTS															
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	M														
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	O														
	P														
	Q														

OTHER REFERENCES (Including Author, Title, Date, Pertinent Pages, Etc.)	
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EXAMINER Vivek Srivastava	DATE 2/19/98	DATE 02/05/01
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* A copy of this reference is not being furnished with this office action.
(See Manual of Patent Examining Procedure, section 707.06 (b))

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use several sheets if necessary)

APPLICATION NO.
08/837,078

APPLICANT
Steven M. Schein et al.

FILING DATE
April 11, 1997

**GROUP
2711**

U.S. PATENT DOCUMENTS

[illegible]

FOREIGN PATENT DOCUMENTS

[illegible]

OTHER DOCUMENTS

(Including Author, Title, Date, Pertinent Pages, etc.)

VideoGuide, "VideoGuide User's Manual," pp. 1-27 (p. 11 is the most relevant).

EXAMINER

DATE CONSIDERED

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

Attorney Docket No.
014774-004430

Serial No.:
08/837,078

Applicant: Schein, et al.

Filing Date: April 11,
1997

Group: 2602

OCT 03 1997

PATENT & TRADEMARK

Reference Designation

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Examiner Initial	Document No.	Date	Name	Class	Sub-class	Filing Date (If Appropriate)
<u>12</u> A1*	5,155,591	10/1992	Wachob			
<u>5</u> A2*	5,465,113	11/1995	Gilboy			
<u>5</u> A3*	5,523,796	06/1996	Marshall, et al.			
<u>4</u> A4*	5,534,911	07/1996	Levitan			
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<u>5</u> A6*	5,223,924	06/1993	Strubbe			
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<u>5</u> A9	5,502,504	03/1996	Marshall, et al.			
<u>5</u> A10	4,787,063	11/1988	Muguet			
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<u> </u> B1	WO 95/28055	10/19/95	PCT			
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OTHER ART (Including Author, Title, Date, Pertinent Pages, Etc.)

EXAMINER *Vivach Salvator*

DATE CONSIDERED

2/19/96 02/05/01

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.